

Client: Philip Morris U.S.A.  
Parliament

Marilyn Shapiro

Job Number: 5410421  
Estimate Date: 2/14/96  
Estimated Completion: 3/11/96

Project Description: 1996 #1 Defensive Mailing  
Revised 2 estimate

11-1000000

		Estimate	Quantity	Per P
<u>DraftDirect code</u>				210.0
38	8	Pre-Production		
		Illustration		
	5	Retouching		\$11,000.00
40	6	Photography		\$4,000.00
		Pre-Production Subtotal:		\$15,000.00
		Mail Production		
	7	Type > Adv		\$3,938.00
	8	Stats > Adv		\$1,100.00
		Mechanicals > Photostats		\$4,000.00
64		Postage	X	\$55,860.00
54	8	Printing/Production		\$81,063.15
56	8	Lettershop		\$21,400.05
70	3	Freight	X	\$3,000.00 A
		Production Subtotal:		\$170,361.20
		Out-Of-Pocket		
62	3	Messenger/Delivery Fees	X	\$200.00 A
71	1	Travel	X	\$1,500.00
		OOP Subtotal		\$1,700.00
		Agency Fees	X	\$35,000.00
		Agency Commission		\$20,732.25
		NY State Sales Tax		\$6,173.02
		GRAND TOTAL:		\$248,966.47 CPU= \$1.1

Comments: Costs based on quantity of 210,000  
Postage: Third class mail  
This estimate will succeed all preceding estimates  
Estimate does not show the +/- 10% contingency but will be included in the invoice if required

Approvals:

DraftDirect Worldwide

Print Name/Title: Tom Leung/Senior Account Executive

Date: 2/14/96

Client:

Print Name/Title:

Date:

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ACCOUNTING

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